To: French, Ralph R., Criss, Kevin O., Waechter, Liane, Darcy, Joe F., Mirabal, Lawrence, Roll, Linda, Tegethoff, Kerrie, Goranson, L, Pagane, Susan, Maney, F, Sirianni, Suzanne M., Watson, Charles, Diciero, John P., Santiago, Julio R., Leonard, Michal K., Young, Jeffrey, Borjeson, John, Nowinski, J, Payne, Jennifer, Jackson, A, Larsen, Marcia K., Ademino, Joe M., Mushatt, Art L., Engelbrecht, David B., Bond, Ralph D., Feltman, John P., Brandt, Kevin E., Kavanagh, John P., Depke, Joseph J., Quigley, Joan S., Kilburg, Kathy A., Neer, Samra, Self, Steve W., Brown, Greg, Absher, Dale R., Burns, Jerald R., Guaneri, James, Figueroa, David A., Agner, Edward, Horan, Lawrence, Tolentino, Emmanuel, Wahle, Jacqueline M., Klein, John F., Beasley, Janie, Crooks, Gregory S., Alese, Louann F., Roth, Kari L. DDA:MSMAIL=RJRWS/WSEXCH/LEONARC; O=RJREM; P=WSX400; A=RJR; C=US

From: Raith, Debra A.
Posted: 11/11/97 13:08
Opened: 11/11/97 13:36
Subject: Amoco RBU CID #0003-XX-XX

Ladies & Gentlemen:

Enclosed is a letter and two attachments concerning your Amoco RBU locations.

Thanks

Debbie

CC: 2200 - Atlanta Region, Henderson, D, Bothe, James M., Gaskin, James C., 1700 - Pittsburgh Region, Forrey, Linda, Moulton, G, Melendy, Tom, Decker, Faith, Geeting, Jack, Fricke, R H., Majer, Steve, Wagner, Todd, Meyers, Sue, Brendel, Dean, Zelles, Linda, James, Douglas, Teeter, Gregory, Dejong, Fred, Fisher, Debra, Richards, M, Van Sickle, R, Staudacher, K, Quintero, Mario, Satchell, K, Rhodes, Daniel, Hull, Jeff, Peterson, T, Rose, Phyllis, Mitchell, Greg, Grossberg, S, Germanos, J, Hansen, Erling, Fraser, Jim, Mason, Jean, Palmer, Dave, Acord, Jack, Kelley, B, Milder, Michael, Idso, Sheldon S., Ferencak, Cynthia L., Gambardella, Mark R., Gross, Frank R., Pelton, Lary, Reece, William J., Merlino, P R., Weaver, G T., Hilliard, R H., Rutledge, J M., 6600 - Denver Region, 6200 - Chicago Region, Kirch, William, 1800 - Cinncinati Region (SCHLENM), 6700 - Detroit Region, Darcy, Joseph F., 6900 - St. Louis Region (VOREMBL), 1200 - New York Region (SCULLYA), 5600 - Seattle Region (UNDERDK), Norby, Jacqueline E., 1300 - Philadelphia Region (HAYESJ4), 2300 - S. Florida Region (SMITHJ5), Sunday, James, Terry, Mary A., 6300 - Minneapolis Region, (REAUMER)

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RJ Reynolds
Tobacco Company

FAITH M. DECKER
Key Account Manager

1130 Lake Cook Road
Suite 210
Buffalo Grove, IL 60089
(847)459-1750
FAX (847)459-5992
VM #61071

November 11, 1997

TO: Retail Sales Managers

David Figueroa	Louann Alese	John Klein	John Feltman
James Guaneri	Liane Waechter	Sue Siranni	Kari Roth
Kevin Brandt	Ed Agner	John Kavanagh	Manny Tolentino
Mike Leonard	Linda Roll	Jeff Young	John Borjeson
Jeff Nowinski	Scott Beasley	Al Jackson	Julio Santiago
Jennifer Payne	Joe Darcy Jr.	John DiCiero	Lawrence Mirabal
Sue Pagane	Joan Quigley	Marcia Larsen	Joe Depke
Kathy Kilburg	Ralph French	Joe Ademino	Leslie Goranson
Greg Crooks	Samra Neer	Kevin Criss	Art Mushatt
Larry Horan	Jerry Burns	Dave Engelbrecht	Ralph Bond
Kerri Tegethoff	Jacqueline Wahle	Charles Watson	Steve Self

To: Division Managers

Greg Brown	Lee Maney	Dale Absher

Subject: **AMOCO RBU - CID #0003-XX-XX / RJR Retail Partners Plan**

Ladies & Gentlemen:

We have reached an agreement with Amoco Corporate RBU locations for implementation of our "Retail Partners" plan starting in January of 1998.

Attached is a letter, which was sent to all RJR Program Coordinators responsible for Amoco RBU Corporate Districts. The RJR Program Coordinators (list enclosed) will be your local contacts and are responsible for implementation of the "Retail Partners" program, and future compliance issues with the Amoco corporate stores. Please contact these individuals for any questions you may have pertaining to the initial implementation process.

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You will be contacted by your RJR Coordinators concerning display placement dates and display ship locations (store or retail rep storage), as well as details of the program and the retail reps responsibilities pertaining to installations. Retail reps are to install the displays, a hand-drawn plan-o-gram will be provided by your program coordinator due to the tight time constraints. At a later date, I will provide computerized plan-o-grams and a summary of the program to each retail rep involved.

This letter is for your information, so that you can ensure retail reps and frequencies are assigned to each account. All supplier information, store numbers, and unassigned accounts have been updated for you. Due to the missing retail rep and frequency information on SIS, we cannot yet send information on this program to your reps.

Please make initial communication with your reps informing them of the upcoming program implementation during January of 1998. I will not be sending any information at this time to the retail reps concerning this program, therefore, it will be your responsibility to communicate this information to your reps.

We are in the process of preparing a work plan calendar, which will outline buy downs and Value Added promotions for the first quarter of 1998. We hope to institute buy downs, via scanning, to be ready for January 1 implementation.

Please disregard the PM Exclusive and RJR Lockout designations in SIS, as these will be removed when the RJR contracts are entered in December, for January effective date.

Sincerely,

Faith

F. M. Decker
Key Account Manager

FMD:dr
Attachments
cc: Region Managers
RJR Merchandising Coordinators
Division Managers
M-2

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